

NOTICE OF DECISION UNDER REGULATION 32 FILM POSTERS

DVD CASE

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Screw It! Deeper Vol.2

is **Not Approved.**

The DVD case is not approved because it degrades, dehumanises and demeans the woman depicted, and women in general, by presenting them as mere orifices available for the sexual gratification of men. The image on the front of the slick has a close focus on a woman's labia which are splayed for the camera and also captures anal penetration. The use of a magnifying glass to frame this image intensifies it and also gives it a highly degrading tone. The magnifying glass invites prurient scrutiny and presents women's genitalia as novelties. The image's size and prominent position further adds to the degrading tone. The publication has been created for male viewers, and invites them to look at women's bodies in a way that is objectifying. By creating this image and combining it with a title and by-line ('Screw it! Deeper' and 'Deep Impact') that both infer that women are objects to be penetrated the publication invites men to regard this presentation as sexually arousing. The image, combined with the number of smaller images, promotes an injurious and damaging sense of male entitlement to women's bodies.

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Date: 29 May 2007

For the Classification Office (signed):

OFLC No: 700757